

Decatur Crossing Center LLC  
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## Variance Request Justification Letter

September 25, 2007  
(Revised October 9, 2007)

Re: Pylon Sign Modification request for Decatur Crossing Shopping Center located at  
202-290 S. Decatur Blvd. APN #s 13836516001 thru 13836516004

Respectfully, We are hereby requesting a variance for the above referenced parcels to reconstruct the center's existing 40' tall Pylon sign on Decatur Blvd. with a new Pylon Sign with a Maximum Permissible height of 75' with a sign area of approximately 1012 Sq.Ft. (Target 18'x18' plus 16'x43' for other Tenants). We request this variance for the following reasons.

1. The current pylon sign is dated, obscure, and in need of a major cosmetic makeover. A new sign will be more attractive and functional.
2. There is not enough room on the existing sign to provide all of the shopping center's existing Tenants with sufficient signage. The existing Anchor Tenants Target and Big Lots, along with several additional interested prospective tenants are requiring and need a more prominent and visible sign on Decatur Blvd.
3. Existing above ground power lines along Decatur substantially block the view of the existing sign. Increasing the sign's height will allow better visibility.
4. The sign is within 250' of the recently improved I-95 freeway. Increasing the Sign's height will allow some freeway visibility. We understand that if we were within 200 feet of the Freeway we could have an 80' sign per section 19.14.060.
5. There are numerous other signs in the neighborhood that have been approved at the taller height.
6. Any other reasons that may be considered by the City to grant this variance.

Thanking you in advance for your consideration.

Sincerely,  
  
Albert Cohen  
Managing member

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OCT 09 2007

**VAR-24924**  
**11/29/07 PC**